Introducing, The first first-shave blade.

It gives you five shaves as good as the first.

You can expect anywhere from six to twelve shaves from a good stainless blade.

But the first shave is always the best.

And understandably.

Because as time wears on, so does the blade.

The Advanced Personna will give you five first shaves.

For a very simple reason: this new blade holds its edge longer than any other blade you can buy.

This is because we have developed a new coating, and a new electrostatic process for baking that coating onto the edge of the blade.

So the first shave is, as you'd expect, a terrific shave. (Possibly the best you've ever had.)

And the second time you use it, it will feel every bit as good as the first.

And so will the third.

And the fourth.

And the fifth.

After that, you can throw it away.

Or, start on your second shave.

Job No. P-1982
Personna—Print
Wells, Rich, Greene, Inc.

Source: https://www.industrydocuments.ucsf.edu/docs/snvy0094
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